

AGENDA

Downtown Parking Recommendations
Amherst Downtown Parking Working Group
June 22, 2017
5—7 pm.
Woodbury Rm., Jones Library

- | | | |
|----|---|---------------|
| 1. | Welcome & Introduction | Connie |
| 2. | Background—How we got to this point | Nate |
| 3. | DPWG Recommendations | |
| | a. Replace parking machines | Sarah |
| | b. Demand based pricing | Richard |
| | c. Hours of enforcement | Catharine |
| | d. Winter parking policy | Matt |
| | e. Raise parking permit fees | Rabib |
| 4. | Public Comment | |
| 5. | Process for Recommendation Implementation | Nate & Connie |
| 6. | Next steps—future phases | Nate & Connie |
| 7. | Public Comment | |

**PRESENTERS COPY
AGENDA**

Downtown Parking Recommendations
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- | | | | |
|-------------|----|--|--------------------------|
| 5:05 | 1. | Welcome & Introduction
5 mins. | Connie |
| 5:10 | 2. | Background—How we got to this point
10 mins. | Nate |
| 5:20 | 3. | DPWG Recommendations
3 mins. (5 max.) each | |
| | a. | Replace parking machines | Sarah |
| | b. | Demand based pricing | Richard |
| | c. | Hours of enforcement | Catharine |
| | d. | Winter parking policy | Matt |
| | e. | Raise parking permit fees | Rabib |
| 5:45 | 4. | Public Comment
20 mins. | |
| 6:05 | 5. | Process for Recommendation Implementation | Nate & Connie |
| 6:10 | 6. | Next steps—future phases | Nate & Connie |
| 6:20 | 7. | Public Comment | |

Downtown Parking Working Group
June 22, 2017 Public Forum

June 22, 2017 Public Forum

Sign-in Sheet

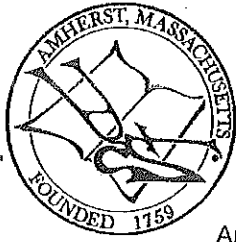
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Downtown Parking Working Group		
June 22, 2017 Public Forum		
Sign-in Sheet		
Name		Contact Information
Address		
Susan Tracy	15 Hop Brook Rd, Andover	
Shawn Povodil	493 Montrose / 45 S. Pleasant	shawn.e.johnstings.com
Ann Tweedy	129 Jackson Hill Rd	ann.tweedy@gmail.com
Ken Rosenthal	53 Sunset Avenue	Ken.Rosenthal@Comcast.net
Dan Mear	27 Woodlark Rd	DIMAZOR@comcast.net
Ed Willett	48 Gray St	
Peter McQuinn		PETER@AMHERSTOWNMA.ORG
Rosemary Kofler	16 McEntee Dr	rkofler@retiremail.com
Marianne Payton	42 Westview Dr, Andover	mypayton79@gmail.com
Jonathan Melton	17 Curtis Place	jonathan.melton@gmail.com
Vincent Conway	105 Summer Street #12	413/549-0880

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Downtown Parking Working Group		
June 22, 2017 Public Forum		
Sign-in Sheet		
Name	Address	Contact Information
Paul Rothberg	30 Hurst Road, Amherst	PaulRoth@yahoo.com
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Alex Brewer	5 Fairfield St	BrewerA@amherstma.gov
Chris Brestny	Team Hall, Planning	brestny@amherstma.gov
Cathie Wetz	The Blue Marble	hwehweh@amherstma.gov
Eric Brandy	318 Strong St.	eribrandy@comcast.net
Adam Lussier	Zanna	adam@zanna.com
Raina Rara	34 Main St.	Raina@live.com
Christie Gray Miller	37 Farnes	gray-miller@amherstma.gov
Toni Cunningham	16 Owen Drive	tonicunningham@gmail.com
Jane Wadd	454 Old Montague	jwadd@amherstma.gov
Richard Kofler	16 McIntosh Dr	kofler@physics.umass.edu

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TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

Downtown Parking Working Group
(413) 259-3040
(413) 259-2410 [Fax]
planning@amherstma.gov

Memorandum
Parking Recommendations - June 2017

The Downtown Parking Working Group (DPWG) has been meeting for about a year in an effort to make recommendations to help improve the parking system in the town center. The group was formed to research and prioritize approximately twelve strategies that were identified in 2014-15 after a series of public meetings about parking. The strategies were synthesized from public comments and ranged from better signage to rate changes to planning for a parking structure.

In 2016 the Town hired Nelson Nygaard to conduct a parking assessment and analysis that provided the DPWG valuable information in terms of number of parking spaces, usage throughout the day, and basic assumptions about the parking capacity in downtown. The Nelson Nygaard report concluded that the number of parking spaces—public and private—in the town center is currently adequate to meet demand. Their recommendation was to make the current system more efficient using demand based pricing before considering longer term solutions such as a parking structure. With demand based pricing, parking is priced at a point that is reasonable for visitors but just high enough that someone will not meter feed and stay in one spot for many hours. In addition to the report, the DPWG has heard from the public and local stakeholders about the need to make parking simpler and more straightforward as a way to encourage people to visit downtown without getting a ticket, and the need to make more parking available.

The DPWG developed their own set of goals and priorities, categorizing them into short, medium and long term actions and objectives. In the short term, the goals are to

- make parking regulations more consistent and make it easier to use the system (meters, kiosks, etc.)
- maximize use of parking and manage spaces efficiently
- increase visibility of parking
- encourage turnover to make parking more available for visitors and patrons

In order to implement these goals, the DPWG realized that a set of recommendations is necessary because so many parts of the parking system—metered spaces, permits, rates—are all connected and impacted by a change to an individual variable. And, the DPWG was sensitive to recommend changes that would not discourage residents and visitors from using the downtown, but that also used best practices to change behavior to make parking more available.

The current recommendations are seen as the first phase in a 2-3 phase process of improving parking in downtown. In this first phase, the DPWG will receive public comment on June 22 and will meet after the forum on July 11th to review and discuss the feedback before submitting final recommendations for phase I to the Select Board in July (tentatively scheduled for July 17 Select Board meeting). The intention is to have these changes be in effect for September 2017.

Phase 1 Recommendations

Demand based pricing—Use parking rates to encourage turnover of spaces to increase availability of prime parking spaces. The DPWG determined a parking ‘core’ in the downtown based on usage data from Nelson Nygaard report and from personal and professional experiences. The core represents parking spaces—on and off street—that are highly desirable because of their proximity to shops and restaurants. The DPWG researched prices in nearby communities and UMass to determine their recommendations.

Recommended pricing:

- Inside Core \$1/hr (increase of \$.50/hr)
- Outside Core \$.50/hr (unchanged from current rate)
- Increase fines for meter violations \$15 (increase from \$10)

Consistency of parking system—The DPWG is recommending uniform hours of enforcement and uniform length of time in a space to make the parking system easier to use. These recommendations are in response to comments and concerns about getting tickets because lots have different times limits or end times, and difficulty visitors have using the public parking.

Recommended hours and time limits:

- Uniform hours of enforcement 8 am-8 pm
- Uniform length of in space 4 hrs., except town-owned lot next to CVS which will remain long term parking

New parking kiosks—It is clear that the current parking kiosks malfunction and are difficult to use because of unclear instructions, nearly invisible screen and other issues. The DPWG has heard from the public and have learned from personal experience that the kiosks are problematic.

Recommended new kiosks that:

- Improve ease of use with backlit keys and brighter and bigger screen
- Have clearer and more visible instructions
- Coin and credit card payment still available
- Remote payment option (i.e. By phone)
- Pay by license plate number in lots and if use remote payment option

Replace winter parking ban policy—The DPWG looked at parking year round and determined that the current winter parking ban is outdated and complicates parking in the downtown, especially with recent development and changes in work habits.

Recommended winter storm parking policy:

- Eliminate town-wide parking ban (currently there is overnight ban from Nov.—April)
- Institute a snow emergency and notification when there is a storm
- During snow emergency no on-street parking from midnight to 7 am
- Three safe harbors during snow emergency parking ban—Pray Street parking lot, lower level of the Boltwood Garage, and the Town-owned lot behind CVS.

Update parking permits—To supplement the metered public spaces downtown, Amherst has a permit parking system for residents and town center employees. This town center permit system is intended to be used for longer term parking outside of the downtown core. The DPWG examined permit fees and systems in other communities to inform their recommendations for updating the permits.

Recommended permit changes:

- Permit is effective for a full year (currently it is place from September—May)
- Raise fee to \$200/year (it is currently \$25/year)
- Quarterly payment option available
- No discount for second car
- Same fee for replacement sticker (\$10)

Future phases—The DPWG expects to meet for another year to discuss additional components of the parking system such as

- shared/leased parking opportunities
- enforcement of meter feeding
- replacing parking meters
- adding 15-minutes spaces
- ride sharing service pull over spots
- motorcycle parking
- determine need and feasibility for structured parking (i.e. garage)

Recommended future actions:

The DPWG is recommends that the Town monitor the impacts of the proposed changes to determine if adjustments are necessary.

Downtown Parking Working Group

Catharine Porter

Connie Kruger, Chair

Matt Yee

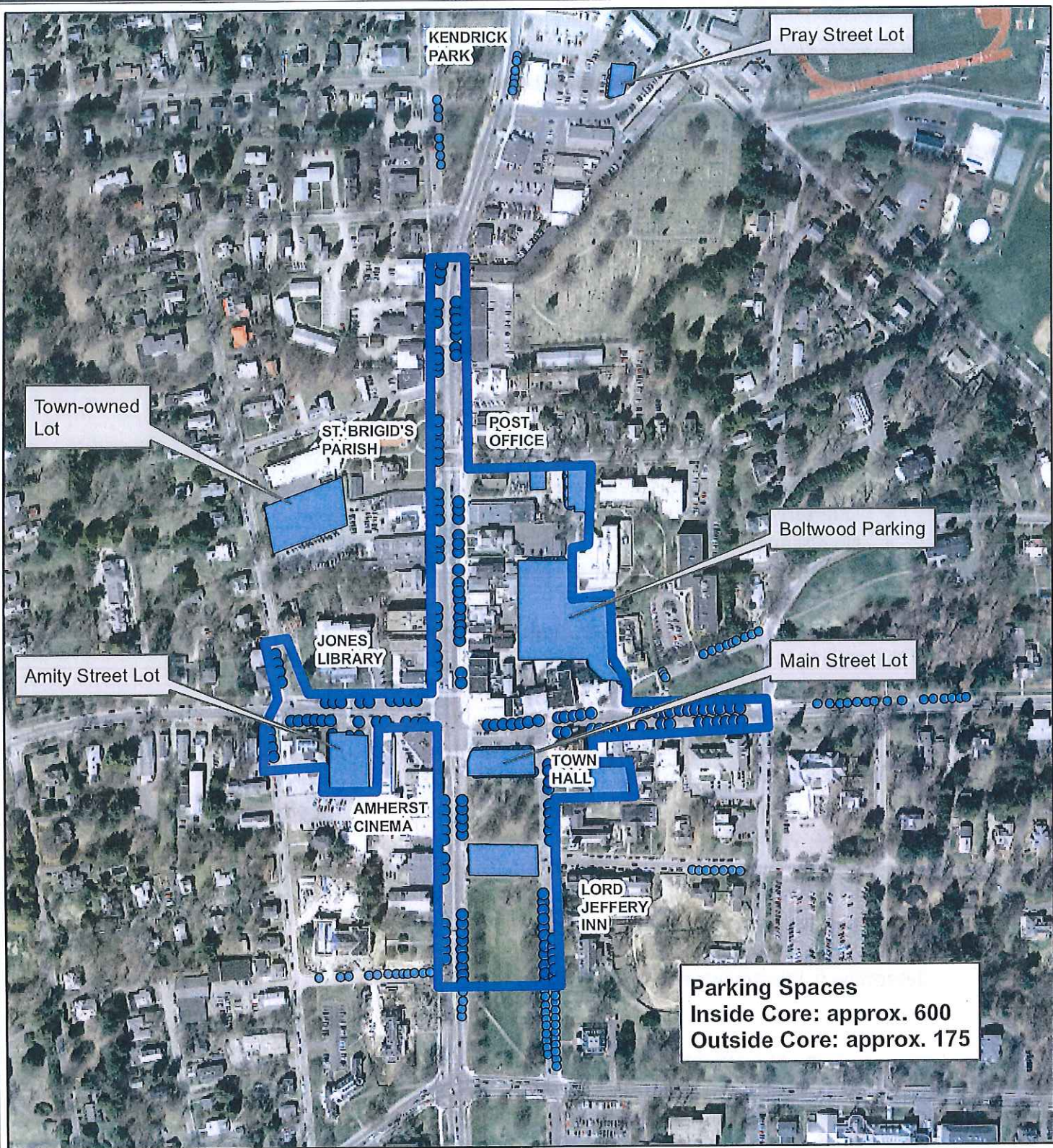
Rabib Rafiq

Richard Roznoy

Sarah la Cour

Wendy Jones Boisseau

Nathaniel Malloy, Staff liaison



Downtown Parking Working Group Core Parking Map - June 2017

Legend

- Proposed Parking Core
- Public Parking**
- Parking Lots
- Metered Parking

Horizontal Datum: MA Stateplane Coordinate System,
Zone 4151, Datum NAD83, Feet

Planimetric basemap features compiled at 1"=40'
scale from April, 2009 Aerial Photography.

Parcels compiled through a "best-fit" methodology to
match the basemap; revisions are ongoing.
Property Lines are not for conveyance purposes.

The Town of Amherst and its mapping contractors assume
no legal responsibility for the information contained herein.

Town of Amherst



www.amherstma.gov/maps

0 100 200 400
Feet

1 inch = 350 feet

Amherst Maps, 6/22/2017

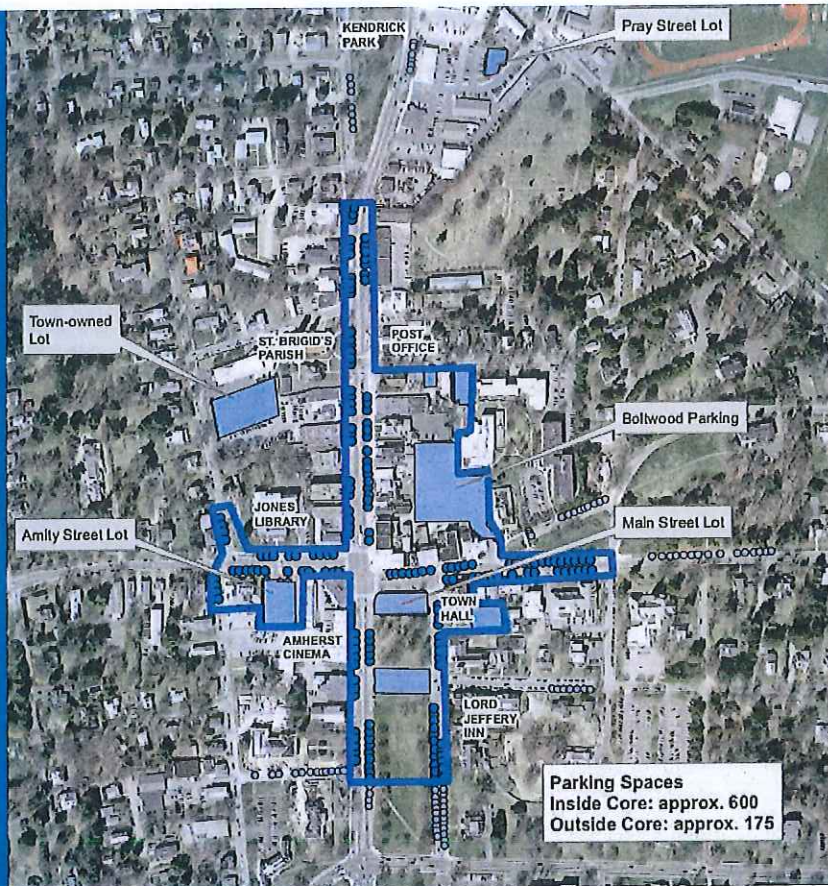
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Thank you for attending!

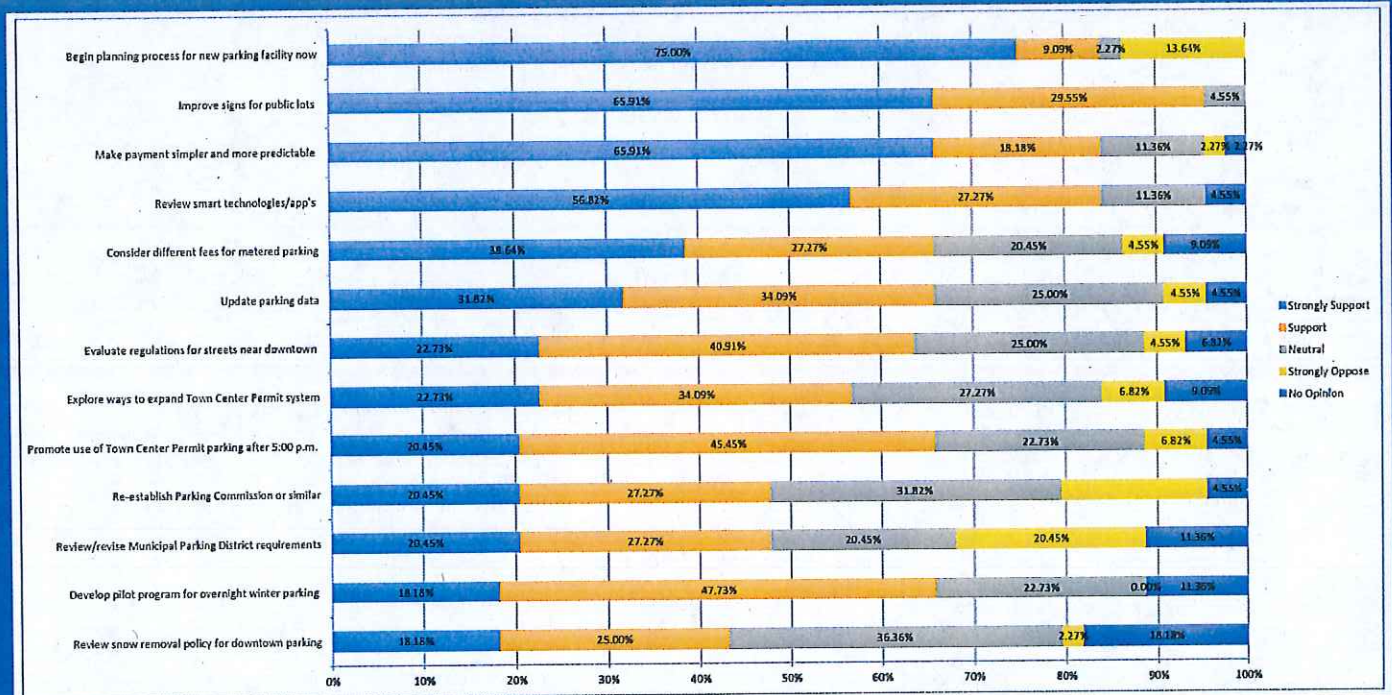
Downtown Parking Working Group

- **Connie Kruger, Chair**
- **Catharine Porter**
- **Matt Yee**
- **Rabib Rafiq**
- **Richard Roznoy**
- **Sarah la Cour**
- **Wendy Jones Boisseau**

- **Staff Support:**
Nathaniel Malloy, Planning Dept.
Claire McGinnis, Treasurer Collector Dept.

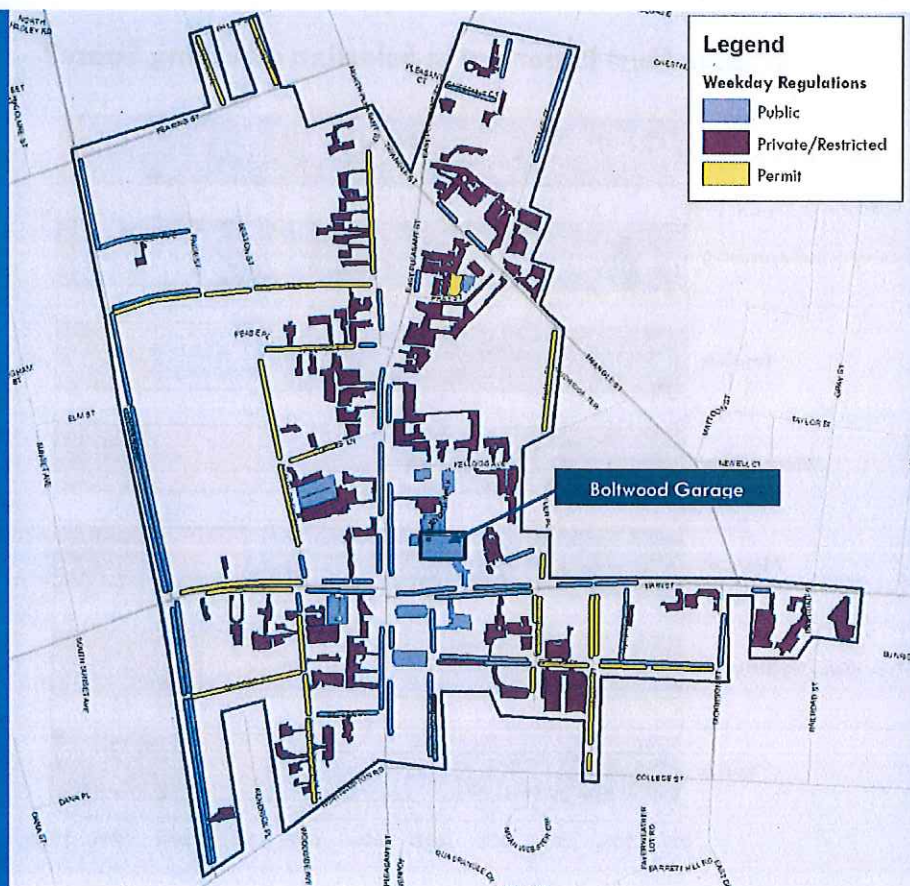


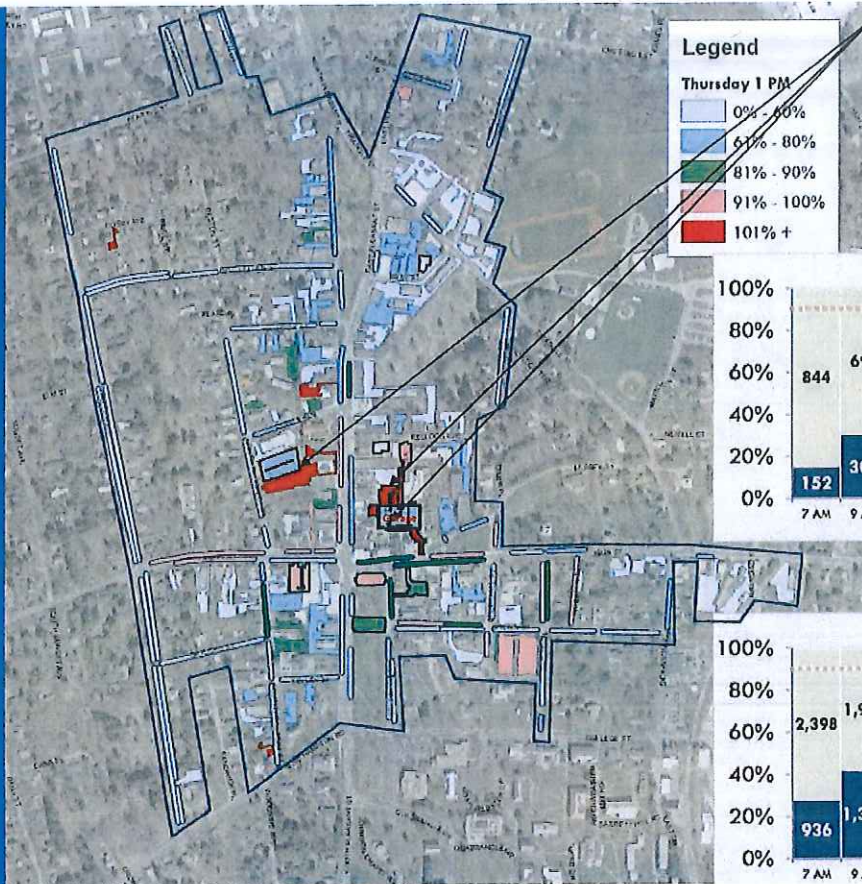
Background: 2014-15 Downtown Parking Forums



2016 Nelson Nygaard Parking Inventory

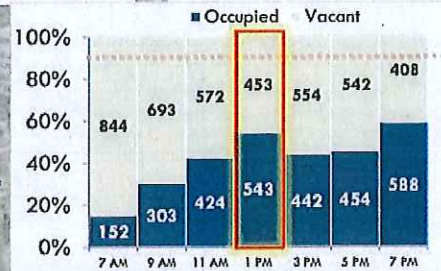
- approximately **3,400 parking spaces**-public and private-within 10-minute walk of Amity/Main/Pleasant Streets intersection
- nearly two-thirds (~2,400) are privately-owned or otherwise restricted to only some users
- Peak demand (use) is lunch time and evenings
- Short term actions: maximize current system
- Long term strategies: increase supply of public parking



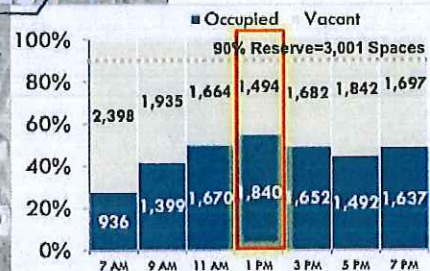


- **Lunchtime** – off-street lots downtown fill, capacity in garage

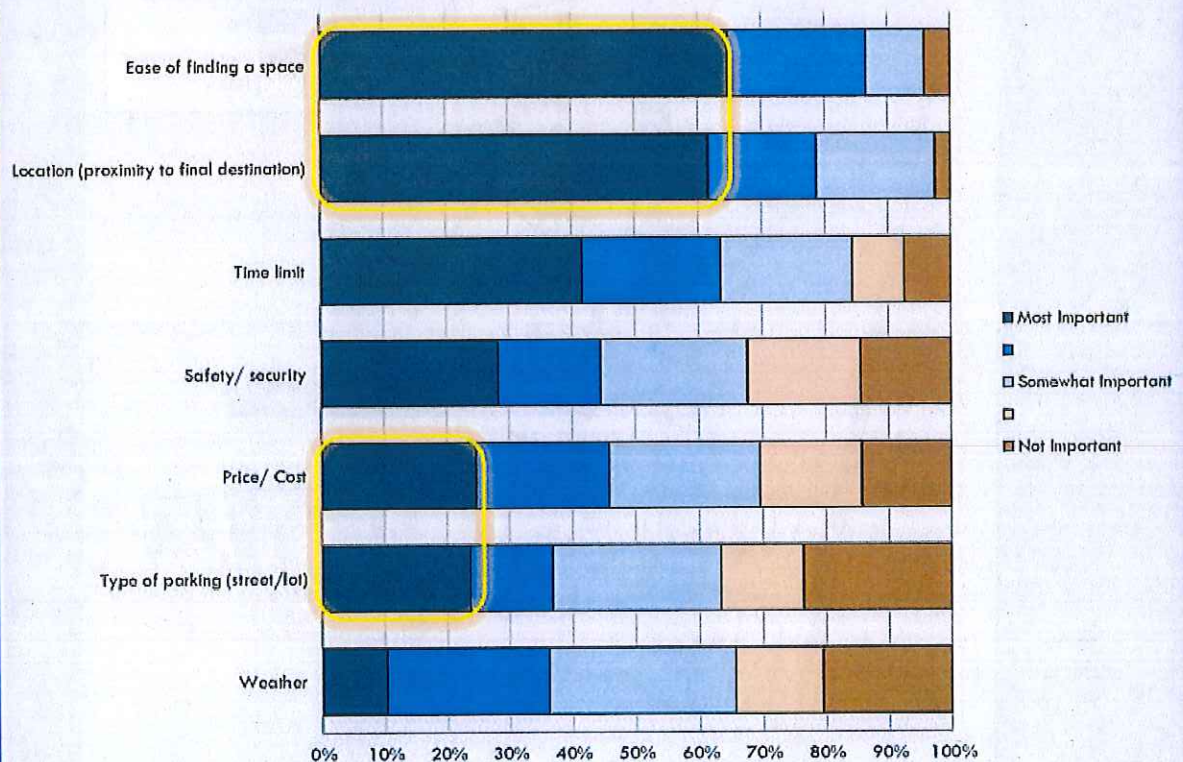
PUBLIC



ALL



What is Most Important in Selecting a Parking Space?



DPWG Goals – Phase 1

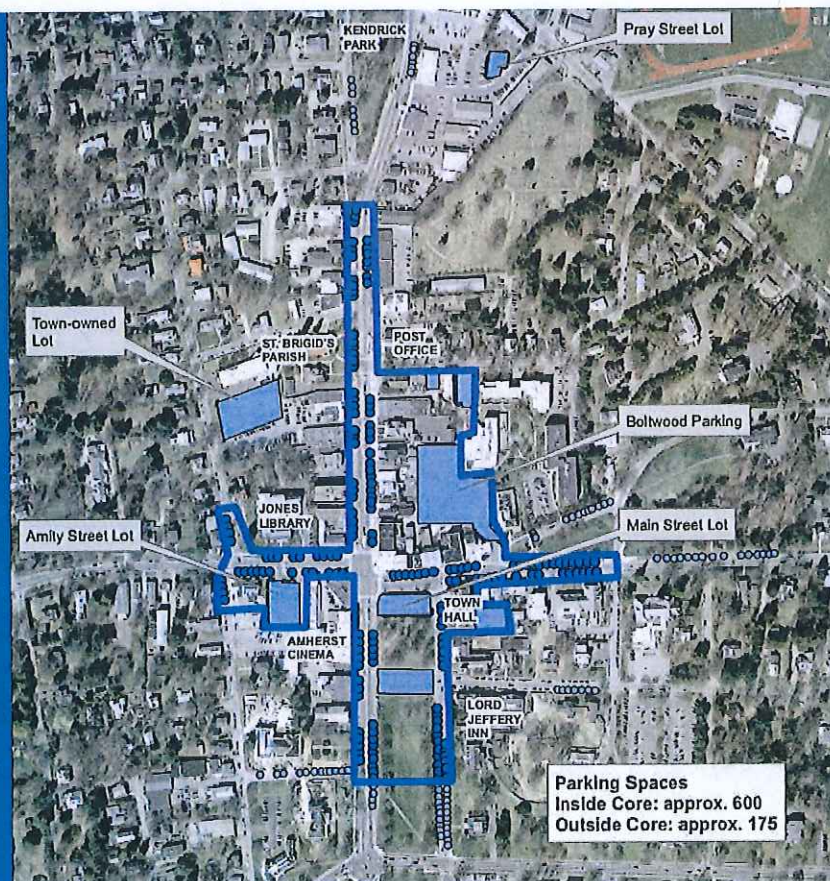
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Recommendations – Phase I

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Implementation of Recommendations

- **DPWG Meeting: July 11**
- **Select Board Meeting: July 17**
- **Changes take effect: September**

Future Phases

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- enforcement of meter feeding
- replacing parking meters
- adding 15-minutes spaces
- ride sharing service pull over spots
- motorcycle parking
- determine need and feasibility for structured parking (i.e. garage)

Resources

- 2014-15 Parking Forum Report:
<http://www.amherstma.gov/DocumentCenter/View/33085>
- 2015 Town Transportation Plan:
<https://www.amherstma.gov/DocumentCenter/View/31462>
- 2016 Nelson Nygaard Parking Inventory and Assessment:
<https://www.amherstma.gov/DocumentCenter/View/40997>
- Downtown Parking Working Group webpage (minutes and meeting packets):
<https://www.amherstma.gov/2241/Downtown-Parking-Working-Group>

